

ORDER

**WOOD**

Orders

Order / Rev: 207764

Alt Order #: 6854994

Product Desc: order

Estimate: 924930

Flight Dates: 09/24/12 - 09/30/12

Original Date / Rev: 09/21/12 / 09/26/12

Order Type: REG

Primary AE: Petry Philadelphia

Sales Office: P-PHI

Sales Region: Nat

Agency

Name: Smart Media Group

Buying Contact:

Billing Contact:

814 King Street

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: POL/Detroit International Bridge

Demographic: A35+

Product Codes: PL2

Priority: P4

Revenue Codes: AGY, POL, POL-ISS

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	44	\$30,175.00	\$25,648.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	44	\$30,175.00	\$25,648.75	0.00
Totals	44	\$30,175.00	\$25,648.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	41%	\$30,175.00
Market	100%	\$73,597.56

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$1,471.95
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	36%	\$26,495.12
WXMI	6%	\$4,415.85
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	15%	\$11,039.63

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	09/24/12	09/24/12	M-F 11a-12p eightWest	CM	11a-12p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
EIGHT WEST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1			\$100.00		0.00			
E 2	WOOD	09/25/12	09/25/12		CM	11a-12p	-T-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11a-12p eightWest											
				EIGHT WEST											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 -T-----					1	\$100.00		0.00			
E 3	WOOD	09/26/12	09/26/12	M-F 11a-12p eightWest	CM	11a-12p	--W----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				EIGHT WEST											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 --W----					1	\$100.00		0.00			
E 4	WOOD	09/27/12	09/27/12	M-F 11a-12p eightWest	CM	11a-12p	---T---	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				EIGHT WEST											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 ---T---					1	\$100.00		0.00			
E 5	WOOD	09/28/12	09/28/12	M-F 11a-12p eightWest	CM	11a-12p	----F--	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				EIGHT WEST											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 ----F--					1	\$100.00		0.00			
E 6	WOOD	09/24/12	09/24/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
				NEWS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 M-----					1	\$450.00		0.00			
E 7	WOOD	09/25/12	09/25/12	Noon News News 8 @ Noon	CM	12-1p	-T-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
				NEWS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 -T-----					1	\$450.00		0.00			
E 8	WOOD	09/26/12	09/26/12	Noon News News 8 @ Noon	CM	12-1p	--W----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
				NEWS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 --W----					1	\$450.00		0.00			
E 9	WOOD	09/27/12	09/27/12	Noon News News 8 @ Noon	CM	12-1p	---T---	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
				NEWS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 ---T---					1	\$450.00		0.00			
E 10	WOOD	09/28/12	09/28/12	Noon News News 8 @ Noon	CM	12-1p	----F--	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
				NEWS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 ----F--					1	\$450.00		0.00			
E 11	WOOD	09/24/12	09/28/12	M-F 2-3p Rachael Ray	CM	2-3p	MTWTF--	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
				RACHEL RAY											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 MTWTF--					1	\$200.00		0.00			
E 16	WOOD	09/24/12	09/28/12	M-F 3-4p Dr Oz	CM	3-4p	MTWTF--	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
				DOCTORS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 MTWTF--					2	\$200.00		0.00			
E 17	WOOD	09/24/12	09/24/12	5am Daybreak 5am Daybreak	CM	5a-6am	M-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				NEWS											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12 09/30/12 M-----					1	\$225.00		0.00			
E 18	WOOD	09/25/12	09/25/12		CM	5a-6am	-T-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5am Daybreak															
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	-T-----			1		\$225.00		0.00				
E 19	WOOD	09/26/12	09/26/12	5am Daybreak	CM	5a-6am	--W----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	--W----			1		\$225.00		0.00				
E 20	WOOD	09/27/12	09/27/12	5am Daybreak	CM	5a-6am	---T---	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	---T---			1		\$225.00		0.00				
E 21	WOOD	09/28/12	09/28/12	5am Daybreak	CM	5a-6am	----F--	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	----F--			1		\$225.00		0.00				
E 22	WOOD	09/24/12	09/24/12	Today Show 2	CM	9-10a	M-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	M-----			1		\$500.00		0.00				
E 23	WOOD	09/25/12	09/25/12	Today Show 2	CM	9-10a	-T-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	-T-----			1		\$500.00		0.00				
E 24	WOOD	09/26/12	09/26/12	Today Show 2	CM	9-10a	--W----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	--W----			1		\$500.00		0.00				
E 25	WOOD	09/27/12	09/27/12	Today Show 2	CM	9-10a	---T---	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	---T---			1		\$500.00		0.00				
E 26	WOOD	09/28/12	09/28/12	Today Show 2	CM	9-10a	----F--	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	----F--			1		\$500.00		0.00				
E 27	WOOD	09/29/12	09/29/12	Daybreak Sat @6am	CM	6-7a	-----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
Daybreak Sat 6am															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	-----S-			1		\$300.00		0.00				
E 28	WOOD	09/24/12	09/24/12	M-F 5p News	CM	5-530p	M-----	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00
M-F News 8 @5p															
NEWS 8 AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	M-----			1		\$1,100.00		0.00				
E 29	WOOD	09/25/12	09/25/12	M-F 5p News	CM	5-530p	-T-----	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00
M-F News 8 @5p															
NEWS 8 AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	-T-----			1		\$1,100.00		0.00				
E 30	WOOD	09/26/12	09/26/12		CM	5-530p	--W----	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5p News M-F News 8 @5p															
NEWS 8 AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	--W----					1	\$1,100.00		0.00			
E 31	WOOD	09/27/12	09/27/12	M-F 5p News M-F News 8 @5p	CM	5-530p	---T---	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00
NEWS 8 AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	---T---					1	\$1,100.00		0.00			
E 32	WOOD	09/28/12	09/28/12	M-F 5p News M-F News 8 @5p	CM	5-530p	----F--	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00
NEWS 8 AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	----F--					1	\$1,100.00		0.00			
E 33	WOOD	09/25/12	09/25/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-T-----	:30	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00
NEWS 8 AT /NEWS8 AT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-T-----					1	\$1,200.00		0.00			
E 34	WOOD	09/27/12	09/27/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	---T---	:30	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00
NEWS 8 AT /NEWS8 AT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	---T---					1	\$1,200.00		0.00			
E 35	WOOD	09/24/12	09/24/12	M-F 6p News M-F News 8 @6p	CM	6-630p	M-----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	M-----					1	\$1,500.00		0.00			
E 36	WOOD	09/25/12	09/25/12	M-F 6p News M-F News 8 @6p	CM	6-630p	-T-----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-T-----					1	\$1,500.00		0.00			
E 37	WOOD	09/26/12	09/26/12	M-F 6p News M-F News 8 @6p	CM	6-630p	--W----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	--W----					1	\$1,500.00		0.00			
E 38	WOOD	09/27/12	09/27/12	M-F 6p News M-F News 8 @6p	CM	6-630p	---T---	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	---T---					1	\$1,500.00		0.00			
E 39	WOOD	09/28/12	09/28/12	M-F 6p News M-F News 8 @6p	CM	6-630p	----F--	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	----F--					1	\$1,500.00		0.00			
E 40	WOOD	09/30/12	09/30/12	Sun 6p News 8 Sun News 8 @6p	CM	6-7p	-----S	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-----S					1	\$1,000.00		0.00			
E 41	WOOD	09/24/12	09/24/12	LN M-F M-F News 8 @ 11	CM	11-1135p	M-----	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00
NEWS 8 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	M-----					1	\$1,000.00		0.00			
E 42	WOOD	09/25/12	09/25/12		CM	11-1135p	-T-----	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00

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				LN M-F											
				M-F News 8 @ 11											
NEWS 8 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$1,000.00		0.00			
E 43	WOOD	09/26/12	09/26/12	LN M-F	CM	11-1135p	--W----	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00
				M-F News 8 @ 11											
NEWS 8 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$1,000.00		0.00			
E 44	WOOD	09/27/12	09/27/12	LN M-F	CM	11-1135p	---T---	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00
				M-F News 8 @ 11											
NEWS 8 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$1,000.00		0.00			
E 45	WOOD	09/28/12	09/28/12	LN M-F	CM	11-1135p	----F--	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00
				M-F News 8 @ 11											
NEWS 8 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,000.00		0.00			
E 46	WOOD	09/29/12	09/29/12	LN Sa	CM	11-1130p	-----S-	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00
				Saturday News 8 @ 11											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$1,000.00		0.00			
E 47	WOOD	09/29/12	09/29/12	Sa Prime	CM	758-11p	-----S-	:30	1	\$500.00	P6	0.00	NM	1	\$500.00
				Sat Prime Rotator											
PRIME ENCORES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$500.00		0.00			
													Totals	44	\$30,175.00